

## IN THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A method for providing incentive comprising:
  - ~~storing predetermined goal data for creating a hierarchy of participant performance levels defined by a program sponsor, including a minimum threshold level of performance, each successive performance level above the minimum threshold level of performance defining a higher degree of achievement than the previous performance level;~~
  - ~~associating at least one reward with achievement of each specific level of performance, such that the participant's reward for achieving each performance level above the minimum threshold level is of greater value than the reward associated with a participant achieving the previous lower performance level;~~
  - ~~requiring each participant to select a specific level of performance to be achieved by the participant from the hierarchy of sponsor-defined levels of performance;~~
  - ~~each of a plurality of participants, the goal data including at least one minimum threshold level of performance selected by a participant from a plurality of performance levels provided by a program sponsor, wherein the predetermined goal data further comprises an identification of one of the at least one minimum threshold level of performance as a desired level of performance;~~
  - ~~storing actual historical performance data of each the plurality of participants;~~
  - ~~comparing the actual historical performance data of the participant to the selected performance level predetermined goal data criteria, and generating in a computer a result indicating whether the participant achieved the participant's selected level of performance the extent to which historical performance data satisfies the predetermined goal data; and~~
  - ~~granting to the participant the reward associated with the participant's selected level of performance only if the participant achieved at least the participant selected level of performance transmitting the result to at least one destination.~~
2. (Withdrawn) The method of claim 1, further comprising communicating the result to the participant.
3. (Withdrawn) The method of claim 1, wherein the plurality of participants is divided into at least a first segment and a second segment and further wherein the plurality of performance levels for the first segment is different from the plurality of performance levels for the second segment.

4. (Withdrawn) The method of claim 1, wherein storing predetermined goal data further includes storing reward data corresponding to each of the at least one minimum threshold level of performance.
5. (Canceled)
6. (Amended) The method of claim 41, wherein a participant only receives the a reward associated with the selected level of performance even if the participant achieves a higher level of performance than the selected level of performance~~reward data is provided only upon determining the satisfaction of the minimum threshold level of performance.~~
7. (Withdrawn) The method of claim 1, wherein the predetermined goal data is an amount of sales attributed to the participant.
8. (Withdrawn) The method of claim 1, wherein the predetermined goal data is a measure of compliance with safety rules, the measure of compliance being attributed to the participant.
9. (Withdrawn) The method of claim 1, wherein the predetermined goal data is a measure of efficiency attributed to the participant.
10. (Withdrawn) The method of claim 1, wherein the predetermined goal data is a measure of training completed by the participant.
11. (Withdrawn) The method of claim 1, wherein the predetermined goal data is a measure of cost-saving attributed to the participant.
12. (Withdrawn) The method of claim 1, wherein the predetermined goal data is a measure of the number of displays installed by the participant.
13. (Withdrawn) The method of claim 1, wherein the predetermined goal data is a measure of number of demonstrations conducted by the participant.
14. (Withdrawn) The method of claim 1, further comprising:
  - generating a list of a plurality of eligible participants;
  - storing the list of the plurality of eligible participants;

- communicating to each individual eligible participant of the list of the plurality of eligible participants information indicating the eligibility of the participant; and
  - receiving from at least one of the plurality of eligible participants, information indicating consent to designation as a participant.
15. (Withdrawn) The method of claim 1, further comprising:
- receiving from the participant the predetermined goal data of the participant.
16. (Withdrawn) The method of claim 1, further comprising:
- setting the predetermined goal data by modifying previous predetermined goal data based on past performance data.
17. (Withdrawn) The method of claim 1, wherein the comparing is a quantitative equating of the historical performance data to the predetermined goal data to determine if the performance data satisfies a minimum threshold of the predetermined goal data.
18. (Withdrawn) The method of claim 1, wherein storing predetermined goal data of a participant occurs after the storing historical performance data of a participant.
19. (Withdrawn) The method of claim 1, wherein the predetermined goal data includes data quantifying at least one measure of anticipated performance.
20. (Withdrawn) The method of claim 1, wherein the predetermined goal data includes data quantifying at least one measure of time corresponding to the at least one measure of performance.
21. (Withdrawn) The method of claim 1, further comprising issuing an award based on the result.
22. (Withdrawn) The method of claim 21, further comprising receiving data indicating at least one requisite award corresponding to the predetermined goal data of the participant.
23. (Withdrawn) The method of claim 21, wherein the data indicating at least one requisite award corresponding to the predetermined goal data of the participant is generated by the participant.

24. (Currently Amended) The method of claim 1, further comprising:
- modifying the ~~sponsor-defined~~predetermined levels of performance goal data using the ~~actual~~historical performance data of the participant.
25. (Withdrawn) The method of claim 24, wherein modifying the predetermined goal data includes modifying the at least one minimum threshold level;
- 26 - 40. (Canceled)